HOW TO WRITE SEO OPTIMIZED CONTENT

searching...

Brad Driscoll

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INTRODUCTION

Want to write content that gets ranked well in Google?

In this content writing template I will share my simple strategies that you can follow to ensure your pages get indexed and ranked properly in Google.

This content writing template is designed to give you a quick, easy-to-implement blueprint teaching you EXACTLY how to write optimized content so you can start drawing relevant, engaged visitors to your website.

To begin, I will state that this document works for every type of page on any website, no matter what niche. Whether you are an e-commerce site, lead generation, or a blogger, these simple tips will work for you.

I am not exactly sure how much you know about SEO, so I will start by just explaining how SEO works and how it relates to your website.

UNDERSTANDING GOOGLE

In order for your website to rank in Google, "Google Bot" crawls through all of your website's pages and looks at a few extremely important bits of information: the title tag, meta description, H1 tags, and body content.

The bot scans these key elements and uses it's algorithm to determine what this page is about.

Your job is to ensure that Google can understand exactly what your page is about and the specific keywords you wish to rank for.

So how do you do this?

There are two processes to follow each time you create a new page on your website:

● Choose Your Keywords
● Optimize Key Elements for Your Keywords

CHOOSE YOUR KEYWORDS

Choosing your keywords can be quite simple. Here is my strategy for choosing the best keywords for your pages. Choose a single page on your website to start with then follow these steps.

Place the URL for this page here: https://www.examplewebsite.com/specific-page

- Choose the top 5 keywords/phrases that you think this page is most about. These can be single words or 3-5 word phrases. You don't have to spend a lot of time doing this, just jot down the first few that you think of. You wrote the content, so this should be easy.

    1. _____

    2. _____

    3. _____

    4. _____

    5. _____

- Now choose the top 5 keywords/phrases you believe your TARGET AUDIENCE are looking for. Consider who your target audience is. What would they search in Google to find your business and the product/service you are providing on this page.

    1. _____

    2. _____

    3. _____

    4. _____

    5. _____

● Now that you have a nice selection of keywords relevant to this page, narrow this list down to the 2 keywords you believe are most relevant and will bring the most traffic to your website. By following this quick process, you will start learning to think in terms of what your target audience is searching for and optimize your content to rank for these terms.

*Note: For more advice on Keyword Research Strategy, the blog referenced later in this document goes into more detail and has a link to SEMRush, a powerful tool for researching high volume keywords.

Once you have your top 2 keywords, you are ready to begin optimizing your page.

OPTIMIZE KEY ELEMENTS FOR YOUR KEYWORDS

When Google Bot crawls the pages on your website, it looks at 4 key elements when determining what your page is about and what it will rank for.

These four elements are the:

● Title Tag

● Meta Description

● H1 Tag

● Body Content

Your job is to ensure that the 2 keywords you chose earlier are included in each of these locations.

You may be a little confused if you have no idea what these elements are. However, they are very easy to update, so don't worry. I will explain what each of these are and what importance they have in the search engines.

TITLE TAG (LESS THAN 70 CHARACTERS)

The title tag is the blue link that displays in the Google search results.

The title tag is what draws the most attention to your website when visitors are searching in the search engines. It is recommended by Google that your title tag is less than 70 characters. Anything over this limit will not be shown in the search results.

META DESCRIPTION (BETWEEN 140 & 280 CHARACTERS)

The meta description is the snippet of content giving a brief description of what visitors will find when they arrive on your website. This is an excellent place for you to capture a visitors attention, especially for blogs and informational websites.

H1 TAG (LESS THAN 70 CHARACTERS)

Your H1 Tag is the main title page shown on your website. It can be the title of your blog post, the name of your product, or the main title of the content provided on the page.

BODY CONTENT (300-500 WORDS MINIMUM)

Your body content is the actual content written on your page. In order for your page to rank well in Google, Google recommends that your body content be AT LEAST 300-500 words long.

OPTIMIZING YOUR CONTENT

Now that you know what these basic elements are, we will now get into how you can easily optimize them.

The process for optimizing your pages will be identical no matter what type of website you have.

I will use a blog post from my own website as an example to demonstrate how easily you can optimize your pages.

Example Optimization:

URL: https://www.thinkbigseo.com/how-seo-keyword-research-can-build-your-seo-strategy/

Target Keyword: SEO Keyword Research

Secondary Keyword: SEO Keyword Strategy

This blog post is about how you can use keyword research to create your own optimized keyword strategy. The keywords that we chose were most relevant to our target audience are "SEO Keyword Research" and "SEO Keyword Strategy".

When a visitor is searching in Google for these two keywords, we believe they will find our blog incredibly relevant to their search and will get a lot of value from our website directly related to what they were searching for.

So let's break this down into a simple, easy-to-understand process so you can learn exactly how to optimize your own pages so Google knows exactly what your page is about.

Google Bot crawls our website and finds our blog post. It first checks our title tag:

Title: How To Use SEO Keyword Research To Build Your SEO Keyword Strategy

It sees a few phrases that the page could be about. "How To Use SEO", "SEO Keyword Research", "Build Your SEO", "SEO Keyword Strategy".

It does not yet know which of these phrases this page is specifically about or which to rank it for.

So it moves on to the meta description:

Meta Description: A good SEO keyword research strategy can not only ensure rankings but also drive targeted visitors to your website. Here's how to build a solid SEO keyword strategy to draw the most relevant visitors to your website and increase your conversions by targeting the words your audience is searching!

Of the 4 phrases it found in the title tag, it sees only two of the same exact phrases in the meta description. Google Bot now determines that this page is VERY likely about "SEO Keyword Research" and "SEO Keyword Strategy".

It moves on to the H1 Tag:

H1: How To Use SEO Keyword Research To Build Your SEO Keyword Strategy

It's sees the same exact 2 phrases here. It moves on to the body content.

Body Content: Our body content includes the phrase "SEO Keyword Research" 5 times and the phrase "SEO Keyword Strategy" 3 times.

Google Bot has seen 2 exact phrases used in every single element it searches and decides that this page is absolutely about "SEO Keyword Research" and "SEO Keyword Strategy".

When determining what to rank this page for, there is no confusion between our website and the Google Bot that these are the two phrases that are most relevant to the content provided on this page.

Google proceeds to rank this page accordingly for these two keywords and our website begins to start seeing relevant, engaging visitors coming to our website. Since the page is incredibly relevant to what the visitors were directly searching for, they will stay on the page for a long time which will tell Google that our page provides reputable, relevant content to the visitors and will move us up the rankings for these two keywords.

COMPLETE EXAMPLE

To consolidate all of the tags for you to see quickly and easily where we used our chosen keywords:

URL: https://www.thinkbigseo.com/how-seo-keyword-research-can-build-your-seo-strategy/

Target Keyword: SEO Keyword Research

Secondary Keyword: SEO Keyword Strategy

Title: How To Use SEO Keyword Research To Build Your SEO Keyword Strategy

Meta Description: A good SEO keyword research strategy can not only ensure rankings but also drive targeted visitors to your website. Here's how to build a solid SEO keyword strategy to draw the most relevant visitors to your website and increase your conversions by targeting the words your audience is searching!

H1: How To Use SEO Keyword Research To Build Your SEO Keyword Strategy

Body Content: Our body content use the Target Keyword 3-5 times and the Secondary Keyword 1-3 times.

REWARD YOURSELF FOR YOUR HARD WORK

This is why it is called Search Engine Optimization. You are optimizing your website into a language Google Bot can understand. I compare it to two people speaking together: one speaking italian and the other french. Neither will know the great ideas the other has without being able to communicate with each other. This is what it is like when you don't optimize your site for Google to be able to understand.

Unless you optimize each page on your website with this easy-to-implement strategy, Google will never know the excellent products or services you offer.

I do NOT want you putting in all your hard work and receiving NONE of the rewards!

You work hard. Why not take 3-5 minutes each time you write a new blog post or add a new product to ensure that you are getting the traffic and rewards you deserve.

Now that you understand how to optimize a page to rank in Google, you will likely see the benefit of having each page on your website optimized in this way. The more pages you have on your website, the more keywords you can choose to rank for in Google which means more traffic to your website.

Below is a sample outline for you to use when creating your own content. I highly recommend following this simple outline to optimize each page on your website and to follow it each time you create a new page on your site.

CONTENT WRITING TEMPLATE

Keywords

Target Keyword: Assign the top keyword from your keyword research here

Secondary Keyword: Assign your second top keyword from your keyword research here

URL: Url to your page http://www.url.com/put-target-keyword-here

On page Optimization

Title Tag: Write a unique title tag for each page including the target keyword one time. Title tag should be less than 70 characters including spaces. Capitalize The First Letter Of Each Word. If you can fit the secondary keyword in the title, use it once.

Meta Description: This is the description of your page. Include the target keyword and secondary keyword one time in the meta description. Meta description should be between 140-180 characters including spaces.

H1 - Use your target keyword here once. If you can fit it, use your secondary keyword here once

Body text: Write unique body content that is a minimum of 300-500 words. Use the target keyword 2-3 times per page and the variation keyword 1-2 times per page. The longer your content, the more times you want to use each keyword.

NOTE: Do NOT spam the keywords in your content. The goal here is to let Google know that the keyword is relevant to the content, not to overload your content by using the keywords too many times. Also, if your page is already ranking for specific keywords, modifying your title tags, meta description, h1 tags, and body content could result in a decrease in traffic. For pages that have been live for a long time, be careful when you make changes.

CONCLUSION

If you find this content writing template valuable, feel free to share it with your friends or family who need help optimizing their own websites. My goal is to help as many people understand the basics of SEO so they can finally start receiving the rewards for all the hard work they put into their businesses and websites.

Also, feel free to reach out to us with questions either on Facebook or Twitter. I am interested in hearing about your business and would like to answer any questions you may have.

Thanks,

Brad Driscoll

Leveling Up Your Game

*Disclaimer: I'm using these references for example purposes only. Any changes you make to your website can increase your traffic and rank or decrease your traffic and rank. We do not control the search engine. Any change you make to your website can help or hurt your website. Make sure to test content changes on the internal pages of your website before updating your core pages like your homepage. Or ask us for a consult.